

March 5, 1988

MEMORANDUM

To: Ogilvy & Mather
Savarese & Associates

From: Susan Stuntz *SM*

Re: 1988 Public Smoking Program
Your Memo of 2/12/88

I have reviewed your memorandum responding to my January 23 request for an assessment of how you might assist the public smoking issues group in implementing its 1988 operating plan. The confusion over goals, strategies and tactics was evident; it would have been helpful if you had sought clarification prior to drafting your response.

Your response provided little new information or guidance as to how we might achieve many of our ambitious goals. However, since O&M, Savarese & Associates, Forscey and Jarvis indicate that they will continue current activities; I would like to receive by March 21 a response to the following questions:

Strategy I -- Briefings -- You note you will continue and intensify efforts to build coalitions with labor groups, and work to identify additional allies. Labor briefings will continue, with an overall plan to be developed.

An assignment has been made to develop such a plan, and schedule, to help us meet our briefing goal. That plan should be among the materials sent TI March 21, if not before.

The plan calls for support of indoor air quality seminars, with third party participation. Please provide me in your follow-up document an assessment of which labor groups, or others, may be candidates for sponsorship and/or participation in these seminars. You have our key states for smoking restriction activity; focus on those states as potential seminar sites.

NEMI -- We will await the results of our March 9 meeting with NEMI representatives. In general, however, work should begin immediately on a NEMI brochure, on sample

TI DN 0019193

testimony, on a case study of the Beverly Hills restaurant work.

How will you work to identify and provide additional labor representatives for testimony in opposition to smoking restrictions? Will these be LMC consultants, or real labor people? Are any of the individuals who have been briefed to date likely candidates for witnesses? Should boilerplate testimony be drafted?

Videos -- The workplace video needs to be updated. First, it needs to be reviewed with some thought given as to how it might be used (it hasn't been up to now, and there's no point in revising it if no one is going to see it). You note that Robertson videos may be shortened and revised as appropriate. Please provide guidance as to what you propose (the Robertson corporate video suffers from the same lack of viewers as the workplace video).

Also, give me a general idea of how the 250 or so Carlough/Robertson videos, and about 1,500 workplace kits, have been distributed to date. I'd like to know who's received them, and in what quantities. Also, were they sent as follow up, or in response to specific requests?

Strategy II -- Tactic 6 in the public smoking plan calls for promotion -- via third parties -- of effective ventilation, air filtration/cleaning technology as a viable alternative for employers and restaurateurs facing the issue. This should include development of materials outlining low-cost approaches to improved ventilation for use with employers and restaurant groups.

Although this tactic is not addressed in your memo, it would seem a likely project for NEMI (although we'll have to define "low cost"). It should be incorporated into your 1988 program.

Strategy III -- You note you will develop a plan to promote the hospitality poll findings and the program, plus a synopsis of the poll results. A first step was the schedule of hospitality events which we received last week. I'd like to see the synopsis, plus the plan, by the March 21 deadline.

We may need assistance on drafting and production of other materials. I will review the drafts that have been completed, and will let you know.

Strategy IV -- You note that media tours on the IAQ/labor perspective will be conducted in unionized

TI DN 0019194

regions of the country. I'd like to see a plan as to how we reach out to the labor press and union audiences. Will this require different pitch materials (no doubt) from the current "Truth Squad" materials? If so, let me know what should be included and how these tours will fit into Tom Donahue's already crowded schedule.

Unless there's a good reason not to, please add League of Women Voters to your list of potential coalition groups and let me know how we can go about approaching them on this issue (or if we can't, tell me why).

The workplace smoking kit supply is about depleted. Give me thoughts as to revisions that will need to be made. Mike Forscey owes me a revised draft of the legal insert to the kit -- I'd like to print everything at once.

Is a video featuring the president of a pink/white collar employee union a possibility, or does the current SEIU video serve that purpose? If it's the former, give me some ideas as to how we accomplish that.

Can the Labor Management Committee work with the unions who receive ACVA ventilation studies to promote the results of those studies? If so how?

Where plans and programs are required to respond to this assignment, I'd like to see timelines and deadlines. Please let me know if you've questions.

Thanks as always for the good work.

TI DN 0019195